

Subject: RE: SNS article

Date: Tue, 17 Jul 2001 13:41:13 -0300

From: "Sergio Fogel" <sfogel@elagora.com>

To: "Ed Bachner" <EdSr@RosettaWireless.com>

Ed,

Thanks for your reply. It is not very common to find someone who's been to Montevideo. I hope you had a chance to visit Punta del Este, the main attraction around this area.

Regarding audio, I have managed to record conference calls, audio books and news into my MP3 player, and listen to them while jogging. Time passes faster than just listening to music. I bet this would be a killer app with Wall St analysts.

I understand and agree with your focus on mobile workers, that seems to be where the money is. Actually, if you could make a simple device, with an antenna on one side and an IR port on the other that periodically grabs the info from the corporate network and then, in just a few seconds, synchronizes a PalmPilot while on the road, it would make a killer app for many mobile workers.

Well, if you need any help, please let me know. Also, if you need some technical work done, please take into account that we can do very sophisticated software development down here, at very competitive prices. I have managed very complex projects for IBM's Haifa Research lab and for Oracle, and I am always eager to take on technological challenges. If you've been to Montevideo, you probably know that there are very capable engineers down here.

Good luck!

Sergio

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> -----Original Message-----

> From: Ed Bachner [mailto:EdSr@RosettaWireless.com]

> Sent: Martes, 17 de Julio de 2001 01:00 p.m.

> To: Sergio Fogel ElAgora com

> Subject: Re: SNS article

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>

> Sergio,

>

> Thank you for your e-mail. I was very pleased to receive it. It
> reminded me of my pleasant visit to Montevideo back in 1993.

>

> I visited your web site, with my Spanish-speaking son doing the
> translation. Impressive!

>

> Yes, the personal-server concept is not for everyone, but it could be

> particularly helpful to (1) sales persons like food brokers, where the
> inventory is constantly changing as new items come into the warehouse
> and peers sell items to other customers; and (2) service personnel who
> need not only schedule information, but manuals and history
> on the items
> to be repaired. For these people, the payback is quick and
> measurable.

>
> I agree with you completely on the value of receiving certain radio
> programs as audio files that you could listen to when you
> wanted. Also,
> events like 'conference calls' that companies have to discuss their
> stock performance with stock analysts could be pushed to the personal
> server for later listening. Even "Books-On-Tape" would be nice, since
> you could read the words and/or listen to the spoken words.

>
> We had discussed these capabilities in the early version of
> the Business
> Plan, but took it out since it detracted from our focus on 'mobile
> workers'.

>
> The overall idea is that your office is not a place, but
> rather, is 'you
> and your information', wherever you are.

>
> Mark Anderson suggested we think about 802.11b, and in fact we had
> discussed using a dual personality card with a potential investor. I
> think that approach has much potential in the cache application you
> mentioned.

>
> We are fairly early in the process, as you might have
> guessed. We filed
> a patent 1 year ago, and spun off as a separate company 1/2 year ago.
> This is my second 'start-up.' We're at that magic point where you're
> simultaneously trying to raise money, quote alpha systems, talk with
> potential partners and remain sane. I'm sure you have been there.

>
> I would like to continue our discussion.

>
> Ed Bachner

>
>
> Sergio Fogel wrote:

> >
> > Ed,

> >
> > I hope I am not bothering too much with this email, but
> after reading your
> mail in SNS I could not resist sending this one.

> >
> > I like the WIPS concept very much, although it is not
> necessarily suited for
> > every application. I used to work for Oracle, which had a
> nice product
> > (Oracle Mobile Agents) with a similar concept. The product
> was probably
> > discontinued, since Oracle's sales force did not pay any
> attention to it.

> > OMA could also launch a query and later retrieve the results.
> >
> > I think WIPS has other very interesting applications. One
> application I
> > would like to see is personalized audio news. I want to get
> into my car,
> > turn on the radio (or whatever device), and listen to *my*
> news. News do not
> > change that often, so it is OK if my last piece of news was
> downloaded 10
> > minutes ago. And probably 90% of the news items could be
> shared by some
> > people around me, driving bandwidth requirements
> significantly down. If you
> > can detect the off-peak usage of the wireless networks, bw
> could be really
> > cheap. I worked on a business plan for that service, but I
> never got to
> > implement it.
> >
> > Another related app is cache management. If I am on a
> shared network like
> > wireless, I can cache not only the information destined to
> me, but also that
> > destined to my neighbors. I have been working on this idea
> with Breezecom
> > for fixed wireless.
> >
> > I would be interested in working to make both these ideas
> come to life, so
> > if you are interested, please let me know.
> >
> > Thanks,
> >
> > Sergio